Orders

Order / Rev:

Ait Order #:

06831863

Product Desc:

BERKLEY FOR SENATE

Estimate:

Flight Dates:

08/07/12 - 08/13/12

Original Date / Rev:

07/09/12 / 08/10/12

Order Type:

**GENERAL** 



**BLPHI** 

Amy McCreary

Primary AE: Sales Office:

Sales Region:

National

Agency

Name:

**Shorr Johnson Magnus** 

**Buying Contact:** 

Billing Contact:

Billing Calendar:

Cash Broadcast

Billing Type:

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Priority:

Berkley, Shelley for Senate

Demographic: Product Codes: A35+

1831 Chestnut St.

Philadelphia, PA 19103

PLC01

SELECT PRIORITY CODE

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	56	\$100,050.00	\$85,042.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$100,050.00	\$85,042.50	0.00
Totals	56	\$100,050.00	\$85,042.50	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$100,050.00
Market	100%	\$204,183,67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$40,836.73
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,669.39
KTUD	0%	\$0.00
KVVU	13%	\$26,543.88
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,083.67

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Ī	E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	~TWTF	:30	4	\$400.001	0.00 NM	2	\$800.00
					M-F 5-6a WakeUp	w/Wagners								
		NEWS			•	_								
		Star	rt Date <u>I</u>	End Date	<u>Wee</u> kdays	Spots/Week	Rate	Rating						
	We	eek: 08/0	06/12	08/12/12	-TWTF	2	\$400.00	0.00						

Print Date: 08/10/12 16:50:46

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Order / Rev:-Alt Qrder #:

Flight Dates:

104122

08/07/12 - 08/13/12

06831863

Advertiser: Product Desc: Berkley, Shelley for Senate

Estimate:

BERKLEY FOR SENATE

30S

KSNV

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Sp	oots	Rate Pri	Rtg Type 8	Spots	Amount
E 1 KSNV 08/07/12 08/10/12	M-F 5-6a WakeUp w/Wa@M	5-6a	~TWTF	:30	4	\$400,001	0.00 NM	2	\$800.00
NEWS	M-F 5-6a WakeUp w/Wagners								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 08/06/12 08/12/12	-TWTF 2	\$400.00	0.00	.00		<b>* * * * * * * * * *</b>			
E 2 KSNV 08/13/12 08/13/12	M-F 5-6a WakeUp w/Wagners	5-6a	M	:30	1	\$400.001	0.00 NM	1	\$400.00
NEWS									
<u>Start Date</u> <u>End Date</u> Week: 08/13/12 08/19/12	Weekdays Spots/Week M 1	<u>Rate</u> \$400.00	Rating 0.00						
	M-F 6-7a WakeUp w/WagM	6-7a	M	:30	2	\$700.001	0.00 NM	2	\$1,400.00
NEWS	M-F 6-7a WakeUp w/Wagners								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/13/12 08/19/12	M 2	\$700.00	0.00						
E 4 KSNV 08/07/12 08/10/12		6-7a	-TWTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
NEWS	M-F 6-7a WakeUp w/Wagners								
Start Date End Date	Weekdays Spots/Week	Rate	Rating				İ		
Week: 08/06/12 08/12/12 E 5 KSNV 08/07/12 08/10/12	Today Show CM	\$700.00 658a-9am	0.00 TWTF	:30		\$1,400.001	0.00 NM	4	<b>ቀደ ድስስ በስ</b>
E O NOTT GOTTIE GOTTOTIE	Today Show	000a-9am	(W )	.50	4	\$1,400,001	U.UU NIVI	4	\$5,600.00
TODAY Start Date End Date	Maakdaya Spata Mlaak	D-4-	Detina						
Week: 08/06/12 08/12/12	Weekdays Spots/Week -TWTF 4	<u>Rate</u> \$1,400.00	Rating 0.00						
E 6 KSNV 08/13/12 08/13/12		658a-9am	M	:30	2	\$1,400.001	0.00 NM	2	\$2,800.00
TODAY	Today Show								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/13/12 08/19/12		\$1,400.00	0.00						
E 7 KSNV 08/13/12 08/13/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:00 PM-4:30	M PM)	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS		(11001111111100	, , , , , ,						
<u>Start Date</u> <u>End Date</u> Week: 08/13/12 08/19/12	Weekdays Spots/Week	<u>Rate</u> \$700.00	Rating 0.00				Ì		
E 9 KSNV 08/07/12 08/11/12		7:30-8:00PM	-TWTFS-	:30	5	\$750,001	0.00 NM	5	\$3,750.00
	News 3 Olympic Zone					Ţ. 33.33 ·	0.00 ,,	ŭ	Ψο, ι σο. σο
OLY ZONE Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/06/12 08/12/12	-TWTFS- 5	\$750.00	0.00	•••					
E 10 KSNV 08/07/12 08/11/12	· .	730pm-12am	-TWTFS-	:30	5	\$6,000.001	0.00 NM	5	\$30,000.00
OLY PRIME	Olympics Primetime								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/06/12 08/12/12 E 11 KSNV 08/12/12 08/12/12		\$6,000.00 730pm-12am	0.00	:30	2	\$6,000.001	0.00 NM	•	£40.000.00
	Olympics Primetime	730pHF12aH	5	.50	2	φο,υυυ.υυ ι	0.00 NM	2	\$12,000.00
OLY PRIME	National design of anti-sta	D-1-	<b>5</b> .0						
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12	Weekdays Spots/Week	<u>Rate</u> \$6,000.00	Rating 0.00						
E 13 KSNV 08/12/12 08/12/12		4am-6pm	S	:30	4	\$1,700.003	0.00 NM	4	\$6,800.00
OLY DT	Olympics Daytime WEEKEND								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 08/06/12 08/12/12	4 4	\$1,700.00	0.00						
E14 KSNV 08/11/12 08/11/12	Olympics Daytime Week@M Olympics Daytime WEEKEND	4am-6pm	S-	:30	4	\$1,700.003	0,00 NM	4	\$6,800.00
OLY DT WKEND	Organico Dayuno WELINGIND								
Start Date End Date		<u>Rate</u>	Rating						
Week: 08/06/12 08/12/12 E 15 KSNV 08/07/12 08/10/12	<del></del>	\$1,700.00 9am-4pm	0.00 -TWTF	:30	12	\$1,200.003	0.00 NM	12	\$14,400.00
0 .10.11 30/01/14 00/10/12		- will about	. *****	.00	124	4 11400.000	0.00 14141	14	φ1-r,-r00.00

Print Date: 08/10/12 16:50:46

KSNV

Totals

\$100,050.00

56

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Order / Rey:

104122

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06831863

08/07/12 - 08/13/12

Product Desc:

BERKLEY FOR SENATE

Estimate: 30S

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount Olympics Daytime Weekd Olympics Daytime Weekdays OLY DT Start Date **End Date Weekdays** Spots/Week Rate Rating -TWTF--Week: 08/06/12 08/12/12 12 \$1,200.00 0.00 N 16 KSNV 08/07/12 08/10/12 News 3 Olympic Zone CM 7:30-8:00PM -TWTF--:30 \$750.002 0.00 NM \$750.00 1 News 3 Olympic Zone Start Date End Date Weekdays Spots/Week Rating Rate -TWTF--Week: 08/06/12 08/12/12 \$750.00 0.00 N 17 KSNV 08/07/12 08/10/12 Olympics Daytime Week@M 9am-4pm -TWTF--:30 2 \$1,200.003 0.00 NM 2 \$2,400.00 Olympics Daytime Weekdays Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 -TWTF--2 \$1,200.00 0.00 N 19 KSNV 08/07/12 08/10/12 M-F 5-6a WakeUp w/WaQM 5-6a -TWTF--1:00 \$800.001 0.00 NM \$800.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 08/12/12 Week: 08/06/12 -TWTF--\$800.00 0.00 N20 KSNV 08/07/12 08/10/12 M-F 6-7a WakeUp w/WaQM 6-7a -TWTF--1:00 1 \$1,400.001 0.00 NM \$1,400.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 08/06/12 08/12/12 -TWTF--1 \$1,400.00 0.00 N21 KSNV 08/07/12 08/10/12 **Today Show** СМ 658a-9am -TWTF--1:00 2 \$2,800.001 0.00 NM 2 \$5,600.00 **Today Show** TODAY Start Date **End Date** Weekdays Spots/Week Rating Rate -TWTF--Week: 08/06/12 08/12/12 2 \$2,800.00 0.00 N 22 KSNV 08/09/12 08/09/12 Wake Up Early w/ Wagn@M 430a-5a \$150.002 0.00 NM ---T---:30 \$150.00 Wake Up Early Wagners Weekdays Start Date End Date Spots/Week Rate Rating Week: 08/06/12 08/12/12 ---T---\$150.00 0.00 N 23 KSNV 08/13/12 08/13/12 M-F 6-7a WakeUp w/WaQM 0.00 NM M-----1:00 1 \$1,400.001 \$1,400.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 08/13/12 08/19/12 M----\$1,400.00 0.00